IN THE CLAIMS:

(Currently Amended) An image display device comprising:
an image display element for modulating incident light and displaying
an image; and

an illumination device for sequentially irradiating with light in each color said image display element, which is adapted to change an image displayed on said image display element in synchronization with the irradiation of the light to thereby recognize the image as a full color image, wherein

light; a plurality of color filter members being rotatably arranged between said light source and said image display element and having mutually different characteristics; and a filter drive means for rotationally driving each of the plurality of color filter members individually, and wherein said illumination device further sequentially converts the white light emitted from said light source into each color of light by rotationally driving said color filter members and switches image quality of the full color a displayed image by switching said rotationally driven color filter members, wherein

said plurality of color filter members comprise a first filter member and second filter member, and an area of a certain color area on said first filter member is different from that on said second filter member.

2. (Original) An image display device according to Claim 1, wherein said color filter members have a plurality of color areas.

- 3. (Currently Amended) An image display device according to Claim 2, wherein the characteristics of said color filter members are mutually different from each other by virtue of the relative portions of the said color filter members occupied by each of said the plurality of color areas on one color filter member being different from the relative portions occupied by each of said the plurality of color areas on the said other color filter member.
- 4. (Currently Amended) An image display device according to Claim 2, wherein the characteristics of the <u>said</u> color filter members are mutually different from each other by virtue of transmittancy characteristics of one of the <u>said</u> color filter members being different from the transmittancy characteristics of the <u>said</u> other color filter member.
- 5. (Currently Amended) An image display device according to Claim 2, wherein the characteristics of the <u>said</u> color filter members are mutually different from each other by virtue of the number of the color areas on one <u>of said</u> color filter member being different from the number of color areas on the <u>said</u> other color filter member.
- 6. (Original) An image display device according to Claim 1, wherein said plurality of color filter members are arranged so as to overlap each other at least in part.
- 7. (Original) An image display device according to Claim 1, wherein at least one color filter member from said plurality of color filter members has a white area.

- 8. (Currently Amended) An image display device according to Claim 1, wherein said filter drive means drives one of the said color filter members and stops the said other color filter member.
- 9. (Currently Amended) An image display device according to Claim 1, wherein said filter drive means simultaneously rotationally drives the said plurality of color filter members.
- 10. (Original) An image display device according to Claim 1, wherein the switching of image qualities by means of the switching of said color filter members is conducted in response to switches or changes in an input stream.
- 11. (Original) An image display device according to Claim 1, wherein the switching of the image quality by means of the switching of said color filter members is conducted in response to switches or changes in content of an input signal.
- 12. (Currently Amended) An image display device according to Claim 1, wherein the switching of the image quality by means of the switching of said color filter members is conducted in response to changes in an input signal attribute such as motion characteristics.

- 13. (Currently Amended) An image display devices according to Claim 1, wherein the switching of the image quality by means of the switching of said color filter members is conducted in accordance with a use[[,]] or a purpose or the like of an inputted image.
- 14. (Original) An image display device according to Claim 1, wherein the switching of the image quality by means of the switching of said color filter members is conducted in response to a control from a user input means.
- 15. (Original) An image display device according to Claim 1, wherein the switching of the image quality by means of the switching of said color filter members is conducted in response to a control via a communication from an external source.
- 16. (Original) An image display device according to Claim 1, wherein the switching of the image quality by means of the switching of said color filter members is conducted automatically.
- 17. (Original) An image display device according to Claim 1, wherein said image display element is a liquid crystal element.
- 18. (Original) An image display device according to Claim 1, wherein said image display element is an MEMS-type spatial modulation element.

19. (Original) An image display device according to Claim 1, wherein said image display element is a spatial modulation display element having arrayed micro-mirrors.